

CLAIMS

1. A drive method of an EL display apparatus that comprises a switching element which turns on and off a current path between a driver transistor and an EL element, in each pixel, characterized in that the drive method comprises the steps of:

aggregating image data or data equivalent to image data;  
and

turning off the switching element for a longer period if the aggregated data is large in amount than if the aggregated data is small in amount.